

**SYSTEM AND METHODS FOR GRAPHICALLY REPRESENTING  
PURCHASE PROFILES AND SALES GUIDANCE TO  
A CUSTOMER SERVICE REPRESENTATIVE**

**ABSTRACT OF THE DISCLOSURE**

5                   Methods and systems for representing a customer's product  
purchasing profile to a customer service representative in an automated  
customer relationship management environment is provided which includes  
identifying a set of products for a sales campaign, identifying one or more  
10   relationships between the products within the set of products and  
representing each product from within the set by a distinct image in a  
graphical display. The product images are visually distinguished in the  
graphical display based upon the identified product relationships. A  
propensity of the customer to purchase each unowned product may be  
15   determined based upon one or more demographic attributes of the  
customer, and the product images distinguished in the display based upon  
the determined purchase propensities.